

CMN 2030 Applied Communication Fall 2012

Section	Call Name	Day	Time	Leader	Room
ALL	Lecture	Tues	9:30-10:45	AJ Walsh	CH 1255
001	Alpha	Tues	2:00-3:15	Sam Neal	CH 1691
002	Bravo	Tues	3:30-4:45	Sam Neal	CH 1691
003	Charlie	Wed	11-12:15	Mike Janowski	CH 1691
004	Delta	Wed	3:00-4:15	Sam Neal	CH 1691
005	Echo	Thurs	2:00-3:15	Mike Janowski	CH 1691
006	Foxtrot	Thurs	3:30-4:45	AJ Walsh	CH 1691

Contact Information & Office Hours

Leader	Email Address	Office Hours	Room
A.J. Walsh	ajwalsh2@eiu.edu	T 11-12, 3:30-4:30; R 9-12	CH 1818
Sam Neal	sneal@eiu.edu	T 1-2; W 2-3 & 4:15-5:15	CH 1281
Mike Janowski	mjjanowski@eiu.edu	W 2-3; R 1-2	CH 1281

Textbook

Williams, R. (2008). <i>The Non-Designer's Design Book</i> . Berkeley, CA: Peachpit Press.
We will NOT be using the "orange" book issued with this class. You may return it at any time.

Other Suggested Materials/Items we will use in this class

Quantity	Item	Specifications
1	2" Binder	Front clear sleeve cover, inside pocket
1	Package tabbed dividers	4 tabbed dividers are needed at this time
1	Flash Drive	2G or larger, used for this class (Mac)
1	Color Printer	Pay to print or use own/borrowed printer

POLICIES

Student Standards Statement

All faculty in the Department of Communication Studies are expected to uphold the standards of good scholarship and we expect our students to do the same. Students earning a degree in Communication Studies will develop superior reasoning/critical thinking, argumentation, writing and presentational skills while also building comprehensive knowledge of their content area. Students in Communication Studies classes will be expected to read all assigned materials, write extensively, complete their own work, and engage in respectful interactions in the classroom. We, as a faculty, agree to hold our students to these standards.

Student Behavior

The department believes that the classroom should be a positive learning environment. To provide students with the opportunity to do their best work and to provide a relatively comfortable learning environment, class members need to conduct themselves in an appropriate manner at all times. Students who engage in behaviors that disrupt this goal will not be tolerated. Possible sanctions range from dismissal from the course to removal from the University. Common examples include, but are not limited to, entering class loudly or late, holding private discussions with classmates during the class session, packing up while the professor is still speaking, ridiculing class members, using inappropriate language (including

name-calling and cursing), attending class while intoxicated, engaging in personal attacks, or inappropriate demands for time and attention.

Electronic Devices

If you have an electronic device (phone, pager, iPad, etc.), please turn it to manner or silent mode. If there is an emergency situation or other reason for the ring tone to remain on, please consult with me prior to class. Interruptions of class by electronic devices can result in significant grade penalty.

E-mail policy

Students are expected to check their official email address on a frequent and consistent basis in order to stay current with departmental and course communications. Students have the responsibility to recognize that certain communications may be time-critical. "I didn't check my email", error in foreign mail accounts, or email returned to the department/instructor with "mailbox full" or "user unknown" are not acceptable excuses for missing department/course communication sent via email.

Use of online resources

This course will require the regular use of online resources. Your participation will include:
 Check for announcements and updates on WebCT; Find information utilizing online search engines
 Read online materials; utilize various software packages to create appropriate promotional materials

Late Work Policy

Late work will generally not be accepted unless the student can document an excused absence as outlined in the University catalog.

Academic Honesty

Plagiarism will not be tolerated and penalties will be to the fullest extent allowed by the University policy. Please see your Student Handbook for more information.

Disability Statement

Should you have a documented disability and wish to discuss academic or other accommodations, please contact Office of Disability Services at 581-6583. Please notify me as soon as possible.

GRADING

PERCENT	ASSESSMENT ITEM	TYPE OF ASSESSMENT	POINTS
15%	Coming to class on time and prepared		150
	Participation Points	(10 participation days @ 10pts each)	100
	Portfolio Checkpoints	(2 checkpoints @ 25pts each)	50
25%	Exams		250
	Midterm	(Multiple choice Scantron)	50
	Practical Final Exam	(In-lab re-design)	100
	Standard Final Exam	Multiple choice Scantron	100
60%	Final Portfolio		600
	Scrapbook	(5 collections @ 20pts each)	100
	Activities	(5 activities @ 10pts each)	50
	Individual assignments	(4 assignments @ 50pts each)	200
	Team assignments	(4 assignments @ 50pts each)	200
	Neatness/appeal	(overall assessment)	50
			1000

Participation Points

10-5-0. Students participating in class activities correctly and on time will receive 10 points for their engagement. Students who arrive more than 5 minutes late or leave more than 5 minutes early will receive 5 points. Students who do not come to class or do not submit their attempt on time will receive zero participation points. (NOTE: All activities *must be completed* and *will be graded* as part of the portfolio. Students who are absent or unable to participate in the lab activity are still expected to complete the activity on their own time, even if they are ineligible to receive participation points.) On 5 other unannounced days in the term, students will also earn participation points in 10-5-0.

Portfolio Checkpoints

In order to keep you “on track” for this very large assignment, you will be required to show your instructor your portfolio binder on the scheduled days. Please make sure the Portfolio Checklist is in the front of the binder. S/he will then check to see the required items (presence of a checkbox indicates an item is required) have been placed in the portfolio binder. You will get 25 points for EVERYTHING, or ZERO points if even one item is not completed. The 25 points is awarded based on having required items (or not). It is NOT an assessment of the quality of those items. It should not be construed that a perfect checkpoint score means the quality of work is also passing or perfect. Please consult with your lab instructor for quality-related feedback prior to submission during office hours, or by appointment.

Exams

This class has both a midterm and a two-part final exam—a practical exam on the last day of lab and a Scantron multiple choice type exam on the day of the final exam. You must take both. The practical exam will require students to redesign a poorly designed flyer, given at the beginning of lab. Students will have the class period to redesign the flyer and submit to WebCT. The midterm exam is also Scantron.

Final Portfolio

This is the culmination of all of your work in this class in a (two-inch!) 3-ring binder. This will include the four major sections: Scrapbook, Activities, Individual Assignments and Team Assignments (in this order). Tabs for these areas would be appropriate. You may elect to use plastic sheet covers—they are nice and professional, and good for showcasing a clean copy of your work.

OTHER ADVICE

Come to class. Every. Lecture. And. Lab. You WILL miss out on something if you don't.

Read the book. Yes, the *whole* book. Work ahead to get ahead. Maximize your education by doing more than the minimum. Practice your skills.

Stay cool. Don't let frustration get the upper hand—it never solves a technology problem. Look it up—if you don't know something, Google it. Chances are someone else has had your same problem already.

Save your work. Save it again. Save it in 2 file formats. Save it in 2 places. Email a copy to yourself. Put a copy in your safe deposit box. Data loss is tragic. Don't let it happen to you (especially the night before the portfolios are due). Do NOT save to the computers. Careful reading is important. I will give you ten bonus points just for reading this document--send your lab instructor a blank email with the subject line free points before our next lecture meeting.

CMN 2030 TENTATIVE SCHEDULE

DATE	TOPIC/ACTIVITY	ASSIGNMENT
8-21	Introduction to the Course	
*	Introduction to Lab	Read Syllabus & CH 1
8-28	Understanding the Audience	
	Discuss Individual assignments/rubrics/ Start portfolios	
9-4	Understanding Color	Read CH 7
	Lab Activity #1 (color swatches)	
9-11	Understanding Typography	Read CH 9-11
	Lab Activity #2 (typographic quote)	
9-18	Understanding Visual Communication	Read CH 2-3
	Lab Activity #3 (album cover)	
9-25	Understanding Basic Design Principles	Read CH 4-6
	Lab Activity #4 (business card)	*portfolio checkpoint 1
10-2	Understanding Message Design	
	Lab Activity #5 (infographic)	
10-9	MIDTERM	*EXAM
	Work on Individual Assignments	
10-16	Understanding the Tricks of the Trade	Chapters 8 & 12
	Work on Individual Assignments	
10-23	Understanding Teamwork	
	Team workday	*portfolio checkpoint 2
10-30	Understanding Branding	
	Team workday/Wix	
11-6	A Case Study in PR	
	Team workday	
11-13	A Case Study in Marketing a Band	
	Showcase	*portfolios DUE
11-20	THANKSGIVING BREAK	NO CLASS
	THANKSGIVING BREAK	NO LAB
11-27	Top Team Presentations	
	Practical final review/practice session	
12-4	Course Wrap Up/Final Review	
	PRACTICAL FINAL EXAM	FINAL EXAM part 1
12-12	SCANTRON FINAL EXAM—Wed, Dec 12th 8:00 am-10:00 am	FINAL EXAM part 2

*Labs meet on different days, so feel free to write in the dates yourself for your section on the white rows

CMN 2030 PORTFOLIO CHECKLIST

Check point 1	Check point 2	Final Portfolio
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Title Page
		<input type="checkbox"/> Table of contents
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Scrapbook Section: <input type="checkbox"/> Collection #1 (Color Schemes) <input type="checkbox"/> Collection #2 (Font Fun) <input type="checkbox"/> Collection #3 (Graphic Statements) <input type="checkbox"/> Collection #4 (Promotional Materials) <input type="checkbox"/> Collection #5 (Data Set to Mind Set)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Lab Activities Section: <input type="checkbox"/> Activity #1 (color swatches) <input type="checkbox"/> Activity #2 (typographic quote) <input type="checkbox"/> Activity #3 (album cover) <input type="checkbox"/> Activity #4 (business card) <input type="checkbox"/> Activity #5 (infographic)
	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Individual Assignments Section: <input type="checkbox"/> Assignment #1 (flyer) <input type="checkbox"/> Assignment #2 (brochure) <input type="checkbox"/> Assignment #3 (infographic) <input type="checkbox"/> Assignment #4 (choice)
		Team Assignments Section: <input type="checkbox"/> Team Assignment #1 (flyer) <input type="checkbox"/> Team Assignment #2 (brochure) <input type="checkbox"/> Team Assignment #3 (PPT-printouts) <input type="checkbox"/> Team Assignment #4 (website)
0 points or 25 points	0 points or 25 points	

How to complete your SCRAPBOOK section

Rules: Please do not harvest more than the acceptable numbers of images from the Internet. Please refrain from taking promotional materials or graphics which are not made available for the taking. You may use “3-D” items (such as product packaging) as long as you scan/photograph an image. “Sharing” images with others is not permitted. Make every effort to keep your written work ON THE SAME PAGE as the example, so long as space permits. Points will be taken off for sloppiness or haphazardness, and/or not doing the written part. EACH ITEM IN YOUR ENTIRE PORTFOLIO MUST BE ACCOMPANIED by a minimum 1-2 paragraph description/explanation! The paragraph(s) must demonstrate to your instructors how the image meets the requirements.

Collection #1: COLOR SCHEMES

Collect a business or advertising image that showcases each the following: (1) monochromatic color scheme; (2) complementary colors; (3) analogous colors; (4) excellent color choice for subject/audience; (5) poor color choice for subject/audience, labeling each appropriately. Write a short description of each example, explain how it “fits” the description. Write a brief summary for each of your “excellent/poor color choice” items and explain why you felt they fit the description. **(5 images, 0 from internet)**

Collection #2: FONT FUN

Collect 5 images featuring different kinds of typography. Using the terminology learned from class and in your book (fontfaces, ascenders, descenders, weight, style, etc.) describe each image’s typography and then evaluate the communicative aspects of each font example. **(5 images, up to 2 from internet)**

Collection #3: GRAPHIC STATEMENTS

Collect 5 different pieces of photography or graphic art that may be culture jamming or in some way have been created to make a “statement”. Practice discussing the semiotics of the work, and speak intelligently about the target audience(s), the communication aspects, and the sign, signifier and signified of each. What is the designer/photographer/artist communicating? To whom? Why? How? **(5 images, up to 4 from internet)**

Collection #4: PROMOTIONAL MATERIALS

Collect 5 examples of promotional materials for a single business. Examples could be a business card, flyer, postcard, menu, web site, signage, billboard, brochure, etc. Write a paragraph for each item analyzing for good/clear communication and CRAP. **(5 images, up to 2 from internet)**

Collection #5: DATA SET TO MIND SET

Collect 5 different kinds of infographics. Write a short description of how each infographic is designed, the type of chart/graph, etc. used, and evaluate communicative effectiveness—how well does each do its “job” and how can you tell? **(5 images total, up to 4 from internet)** Learn the different kinds of infographics by visiting here: <https://wiki.carleton.edu/display/itskb/Types+of+InfoGraphics>.

How to complete your ACTIVITIES section

Rules: As previously mentioned you are expected to complete activities whether or not you did them in class for participation points. You MUST INCLUDE a 1-2 paragraph summary/reflection about what you learned during the activity on the page in which your image appears in your portfolio. The activities are as follows:

ACTIVITY #1: COLOR SWATCHES

1. Create a Fireworks document that is 500 x 500 pixels
2. Go to <http://www.movieposter.com/> and copy the “thumbnail” of 3 movies you like
3. Use Fireworks or Photoshop to create 5 equal squares, lined up side-by-side to create a color swatch for each of your posters (see <http://swatchspot.com/> for example)—practice using hotkeys to copy/paste, and selecting groups of items with your black arrow select tool
4. Make sure your line up your squares and movie posters
5. Use the color picker to select 5 colors out of each poster to create your swatches
6. Save your image (.pnd & .jpg) for your portfolio

ACTIVITY #2: TYPOGRAPHIC QUOTE

1. Create a new Fireworks document 500x500 pixels (NOT inches!)
2. Google “typography design quotes”; click on images—see cool examples
3. Go to http://www.all-famous-quotes.com/quotes_generator.html and generate a quotation
4. Use different fontfaces, styles, pop of color, text direction, etc. to make a really cool image
5. Save your image (.png & .jpg) for your portfolio

Activity #3: ALBUM COVER

1. Create a new custom sized Photoshop document (500x500 pixels)
2. Go to Wikipedia. Hit “random” or click <http://en.wikipedia.org/wiki/Special:Random> The first random Wikipedia article you get is the name of your band.
3. Go to “Random quotations” or click <http://www.quotationspage.com/random.php3> The last four or five words of the very last quote of the page is the title of your first album.
4. Go to Flickr and click on “explore the last seven days” or click <http://www.flickr.com/explore/interesting/7days> use the third picture, no matter what it is, will be your album cover.
5. Put them all together in a unique/interesting way that makes an album cover. Experiment with fonts and colors and even filters
6. Save your image (as .psd & .jpg) for your portfolio

ACTIVITY #4: BUSINESS CARD

1. Create a new Fireworks document that is 3.5" x 2" (inches, not pixels)
2. Go to <http://www.company-name-generator.com/> and hit Generate (G) until you find a company name you can live with
3. Go to <http://www.fakenamegenerator.com/gen-random-us-us.php> and hit generate for an identity to use (you will NOT use all this info!)
4. Go to <http://cooltext.com/> and choose a logo style—input your business name from step 1
5. Go to <http://www.formativegroup.com/donuts/tagline.php> and hit Create Tagline!
6. Save your image (.png & .jpg) for your portfolio

Activity #5: INFOGRAPHIC

1. Read this article: http://www.usatoday.com/news/health/2007-09-16-sleep-deprivation_N.htm
2. Create a new PPT page and use the chart tool to create an infographic
3. Determine the important information, how to depict it visually and create the correct infographic for the article
4. Make sure to add a title and labels on your chart/graph
5. Attempt to get creative with the chart tool!
6. Save your image (in .ppt & .jpg) for your portfolio

How to complete your INDIVIDUAL ASSIGNMENTS

Rules: All individual assignments must be your own work, and ONLY YOUR work. You will be evaluated on your design, content, spelling/grammar, etc. Rubrics will be made available on WebCT. As always you must PROVIDE a minimum 1-2 paragraph summary/reflection on what you learned doing the assignment. These paragraphs will be on a page following your flyer, brochure, as they will take an entire page.

Individual Assignment #1: EVENT FLYER

Create an 8.5"x11" flyer for an upcoming event at EIU. Imagine that your flyer will be the "face" of this event, persuading people to attend, and informing them of the necessary information. Pay close attention to CRAP, color choice, focal point, etc. (Recommended software choice: Microsoft Publisher or Adobe InDesign, Fireworks or Photoshop may be used to edit/create some images). Write a description of your work, include target audience(s), purpose(s), context(s) and why/how you made your design choices.

Individual Assignment #2: BUSINESS BROCHURE

Create a standard TRI-FOLD brochure for a local business (or non-profit) in Coles County. Use the business's website (ONLY—Please do NOT contact the business directly) to get information, logos or graphics (you may elect to create new logos/images/etc. if the offerings are poor). Get very clear on the purpose of the brochure—I should know immediately what the purpose is! Pay close attention ALL design practices including CRAP, color choice, focal point, etc. (Recommended software choice: Microsoft Publisher or Adobe InDesign) Write a description of your work, include target audience(s), purpose(s), context(s) and why/how you made your design choices. This and all tri-fold brochures MUST BE PRINTED (correctly) on ONE PAGE for the portfolio.

Individual Assignment #3: INFOGRAPHIC

Use one or more sources of text-based information to create an infographic that relates, summarizes, contextualizes, and/or emphasizes data in a visual format. This project requires you to generate new comparisons, process illustration, etc. A basic chart will not yield a passing grade. Set out to solve your own original research "problem," identifying sources, utilizing those sources to generate your infographic. Write a description of your work, include target audience(s), purpose(s), context(s) and why/how you made your design choices. Include the data set.

Individual Assignment #4: YOUR CHOICE

Select one of the following assignments. Include your summary/analysis of the work. Extra credit may be obtained by completing BOTH.

Copy-Cat: Be a copy-cat--design a magazine cover patterning it off of a favorite magazine. Make it about YOU (recommended to use In-Design, a distant second Publisher).

Dream Job: Make yourself CEO of your own business, in an industry that interests you. Make your own business card, flyer or brochure, and other promo item for your business! (various software)

How to complete your TEAM ASSIGNMENTS

Rules: You must participate in team assignments AS A TEAM. Each person must have a part in the process. Do not “farm out” assignments to individuals and present them as though it were teamwork. It is best to see these four assignments as ONE MAJOR PROJECT in four parts. All the materials for each assignment will be judged as a whole in terms of repetition. Your materials MUST have a cohesive look. Have each member responsible for certain aspects across the scope of the whole project—photography, copywriting, graphic design, compilation, oversight, etc. All team members will receive the same grades for each of the team assignments. The Team Assignments must be accompanied by an INDIVIDUAL reflection of both the body of WORK and the EXPERIENCE in a TEAM. These should be completed by individuals, be at least 3-4 paragraphs, and follow the work in the portfolio.

SPRING 2012 Project Focus: DESIGN RECRUITING PROMOTIONAL MATERIALS for STUDY ABROAD

Teams create materials promoting Study Abroad with Communication Studies

Team Assignment #1: PROMOTIONAL FLYER

Create an 8.5”x11” flyer for informational meeting

Team Assignment #2: BROCHURE FOR PARENTS

Create a tri-fold brochure for the project targeted to parents of potential students.

Team Assignment #3: POWERPOINT KIOSK FOR OPEN HOUSE

Create a running, looping PPT presentation for the project designed to interest parents and students at Study Abroad Fair.

Team Assignment #4: Website

Create a Wix Website that features information for students and parents about Study Abroad in Comm Studies at EIU.